



DATABASE ANALYST

The National Office of the **American Immigration Lawyers Association (AILA)** is seeking a dynamic professional to partner with stakeholders and champion the *power of information* in advancing our overall organizational mission.

Our Membership Department is responsible for optimizing the lifetime value of our Members through skillful marketing strategies & tactics informed by member-file segmentation and behavioral analysis. The team works very closely with the Marketing and Business Development Department to implement and evaluate marketing strategies and tactics in support of the association-wide goals and initiatives.

Goals include improving new member acquisition, increasing member retention rates and continuously improving our service to Members with specific contact strategies that optimize Member engagement with AILA consistent with our Mission. In this effort, Membership manages the timing, place and content of offers from our considerable portfolio of products and services – Publications, Conferences, Research Tools, Practice Management, Liaison, Advocacy and, of course, Membership itself.

YOUR ROLE ...

The Database Analyst is a newly created **marketing position** in AILA's Membership Department. The role focuses on delivering data-driven results and facilitating strategic and tactical marketing decisions across all touch points and channels. Leveraging a range of data mining and statistical analyses, the Database Analyst works to analyze AILA's member and promotional databases - identifying marketing opportunities and providing meaningful segmentation and analysis.

- ◆ **Data Mining, Reporting and Analysis**

Conceptualizes and performs fact-based analysis to drive marketing results and increase Member Lifetime Value (LTV). Partners with key stakeholders in order to frame business questions and develop analytical solutions to drive results – quantitatively and qualitatively. Based on detailed behavioral analyses, works with marketing team to define differentiable segments within AILA's membership database

- ◆ **Statistical Modelling — Conceptualizing and Execution**

Performs focused statistical analysis to support business strategy. Build profile models and/or regression-based models for promotional selection (e-mails, direct mail, digital ads, social media, E-commerce, WEBSITE, other). Work with stakeholders to manage project deliverables from initial design through completion.

We are searching for an individual with statistical training and analytics experience. But, also need someone with a desire and ability to innovate, and assume lead role as champion for the *power of information* in propelling our mission.

YOUR BACKGROUND ...

Undergraduate degree in marketing, computer programming, statistics or related disciplines. 3+ years of relevant business experience. Strong business acumen and experience in direct marketing, membership development, membership marketing or subscription-based businesses. 2+ years of experience with SQL, with knowledge of SQL databases and data structure. Familiarity with modeling software, e.g. SAS, SPSS, R or KNIME is desired. Experience in an environment where Lifetime Value is a key outcome. Familiarity with Google Analytics, if not a Google Certification.

YOUR COLLEAGUES ...

- ◆ A community of individuals passionate about advancing our mission, their work and the association created to facilitate their work.
- ◆ Committed to providing top-notch service and expertise to its association members.

OUR WORKPLACE ...

GREAT opportunity! We offer an extremely generous and competitive total compensation package (salary and benefits). Dynamic, challenging, rewarding, and collaborative work environment. Named one of the 50 Best Places to Work by the *Washingtonian Magazine*, and recognition as one of the Principal 10 Best for Employee Financial Security.

Job Announcement

HOW TO APPLY ...

We encourage qualified applicants to submit **cover letter, resume and salary requirement** to: AILA-Analyst, hr@aila.org. Cover letters without salary requirement may not be considered. Word or PDF files only. EEO. *No calls!* www.aila.org.